

СЕКЦИЯ D

DOING BUSINESS IN MODERN WORLD ECONOMY

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INFLUENCE OF AVAILABILITY OF VENTILATION IN WORK / STUDY SPACES ON QUALITY OF WORK / STUDY

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Summary - This article reflects the importance of having a ventilation system in work / school premises, shows its effect on the work process, and describes how to create ventilation in the absence of professional equipment manufactured for air exchange.

Резюме - Данная статья отражает важность наличия вентиляционной системы в рабочих/учебных помещениях, о ее влиянии на рабочий процесс, также о способах создания вентиляции при отсутствии профессионального оборудования, отвечающего за воздухообмен.

Introduction. At all times, the question was about the quality of working conditions. The effectiveness of studies directly depends on the physical and moral condition of students. Their condition is influenced by many factors of the microclimate of the room: temperature, relative humidity, air velocity and others. The indicators of these factors should correspond to optimal values for the most comfortable state of students. All these factors are affected by the quality of air ventilation.

Main part. Ventilation is the process of removing exhaust air from a room and replacing it with outside. In necessary cases air conditioning, filtration, heating or cooling are carried out.

In many educational institutions, it is not provided, because of which students and teachers may have problems with general well-being due to prolonged stress, such as acute respiratory viral infections, migraines, indigestion.

In the absence of a ventilation system, the air becomes heavier, humidity increases, which in turn directly affects the well-being, attention and composure of students and teachers.

The only way out is only open windows, which also leads to such problems as:

In a cold season:

- Lowering the temperature in the room. At low temperatures, motility is impaired and the respiratory rate increases, which leads to greater oxygen consumption. The air in the shortest time becomes even more compressed. Permissible values of temperature and relative to the humidity in the room are 16-18 ° C and 40-60%, respectively. The average temperature in a cold season in Belarus is - 3 ° C, the average humidity value is 80%. Such a difference can have a very bad effect not only on productivity, but also on the health of students and teachers. Also, to ensure a comfortable temperature, it is necessary to use outerwear and hot drinks, which for the most part reduces the level of attention both of teachers and students.

In warm months, windows can always be opened. This makes it possible to always "get" fresh air, but there are other distracting factors:

- Noise. Most educational institutions are in close proximity to roads with a large flow of vehicles. The concentration of attention and the effectiveness of the learning process drop due to constant noise and other distractions.

- Increased humidity. Humidity in our region is high. Along with high temperature, they can cause increased sweating.

- Speed of air movement. Drafts are not controlled air movements that often cause health problems.

Because of so many problems for students and teachers related to the lack of a ventilation system, we should consider new ventilation systems and ventilation equipment with the ability to change and control the temperature and humidity of the room.

It is also very important to comply with the requirements when installing the ventilation system in the rooms:

- observance of sanitary and hygienic requirements for ventilation in accordance with hygienic standards. For the ventilation system to work effectively, it is very important that its design is carried out in accordance with the above requirements.

- conducting the correct calculation of the required amount of air for ventilation and ensuring the necessary conditions of the air in the working area. The calculation is based on an excess of heat, moisture or the amount of dust, gases and vapors released.

The ventilation system should not be subject to noise and environmental pollution by harmful substances. Throughout the entire period of operation of the ventilation system, maintenance, cleaning, and repair measures must be followed in accordance with the established schedule by trained personnel. In the absence of ventilation in the room, both students and teachers are subjects to reduced concentration at work, fatigue and partial lack of disability. For this, it is necessary to comply with sanitary norms of air exchange, which should not allow these conditions but create normal working conditions.

Conclusion. Ventilation - is one of the main systems which contributes to maintaining the health and working ability of people. The quality of the equipment and its main operating parameters are individually calculated for the desired room in accordance with all standards and sanitary requirements to provide comfortable and safe working conditions.

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MODERN METHODS OF PROMOTING BEAUTY-INDUSTRY SERVICES ON THE INTERNET

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Summary - In the last few years, significant changes have taken place in the sphere of production and services. The technological process has brought the cosmetic industry to a new level. Modern technologies allow us to quickly and easily receive goods. Innovative changes have affected all kinds of sites on the Internet, which has helped various companies to reach a new level. However, the use of such technologies has not yet found wide distribution among all manufacturers.

Резюме – В последние несколько лет в сфере производства и услуг произошли существенные изменения. Технологический процесс вывел на новый уровень косметическую отрасль. Современные технологии позволяют нам быстро и доступно получать товар. Инновационные изменения затронули всевозможные площадки сети Интернет, что помогло различным компаниям выйти на новый уровень. Однако, применение таких технологий, еще не нашло широкого распространения у всех производителей.

Introduction. The Internet has become an integral part of everyone's life. In the modern world, people often spend 50% of their time on social networks, which motivates companies to display their content on the Internet platform. Now the main business tool is social networks. With their help, various brands attract the target audience, establish contacts with them and sell their brand. The most popular today is visual content. This is one of the most convenient and inexpensive platforms for promoting a beauty brand. For this reason, competition in the cosmetic market is growing every minute.

The main target audience of the beauty sphere is represented by girls and women of various ages. The most active are girls and women aged 17 to 45 years. They actively use the social networks Facebook, Youtube, Vkontakte, Instagram, TikTok. If the first two were at the peak of popularity in the last decade, then at the moment the most popular are Instagram and TikTok [1].

Main part. To attract the attention of a potential buyer and to stand out from other companies, you need to be able to take advantage of SMM trends and SMM technologies. Through social networks, delusions communicate with the audience.

The first trend in the SMM promotion, which has been popular over the past few years, is advertising with the participation of a “simple” public. Companies post photos and (or) videos of ordinary people who choose their cosmetics on their sites, thereby showing the real quality of their products and increasing their confidence in themselves. Also such trends include mailing in Vkontakte. This function works just like email newsletters, only these letters come in private messages. As market research shows, 90% of users pay attention to them, while only 50% read email newsletters.

The next trend of SMM promotion, clearly manifested since the beginning of 2020, is interactive content. In the beauty sphere, interactive content is diverse: tests for the type of figure or face, knowledge of brands and styles, and any other topic that is directly related to the brand will strengthen the target audience and increase brand recognition.

The third trend of SMM promotion is the use of so-called Highlights Stories (Key Points). Highlights Stories is a fast and effective tool to attract new customers. Vertical format Highlights Stories is popular for the least amount of action. The fewer people perform actions, the better. Observations showed that from 15 to 60 seconds is enough to convey the main idea and interest the audience. Using this vertical format, the popular TikTok network has become a convenient platform for advertising the beauty industry.

Now each user can immediately find a profitable offer, promotions and discounts simply by visiting the brand page. Also on the page they can “try on” the product without leaving home. Companies create an online version of the product, which the user tries on his own mask selection tools. He can change the color, the intensity of applying cosmetics, her brand with one click.